Samsung TV Plus

Partner Guidelines

Logo, Color, Typography & Art Direction

07.27.2022

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Logo

Core Logo

Secondary Logo Stacked

Secondary Logo

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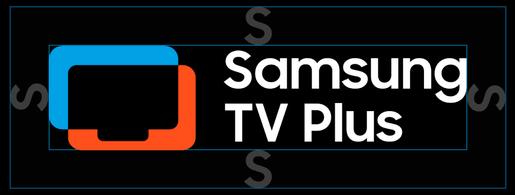
Logo Zones

Use the 'S' from the Samsung wordmark to define our clear space.
The logo should always be applied with at least the clearance shown here.

To preserve the appearance of our logo it should not be displayed below its minimum usage size.

Minimum height 56px



Minimum height 19px

Minimum height 25px

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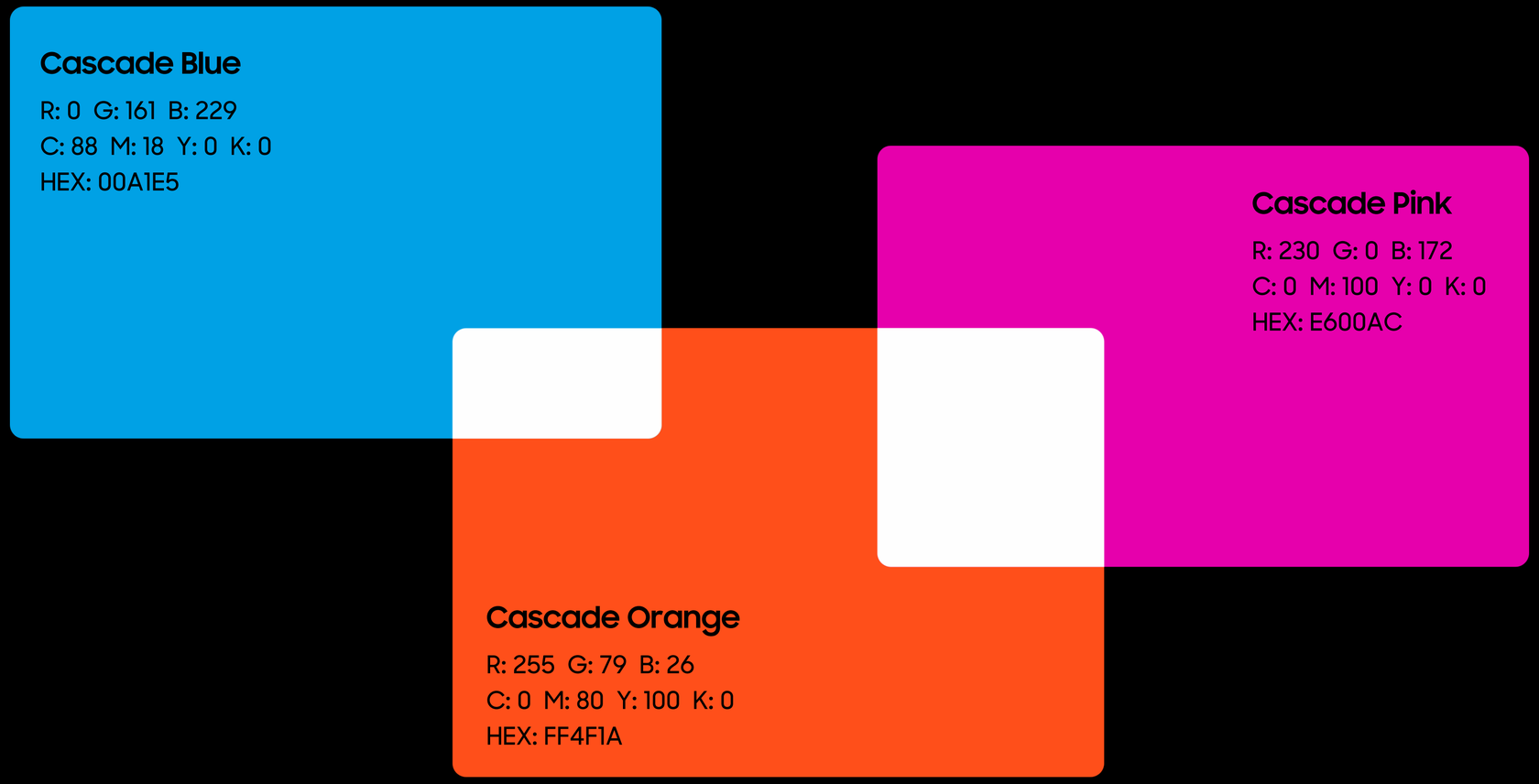
Brand Core Colors

We only ever use Cascade Blue, Orange and Pink in The Cascade.
Consistent color use preserves the bold personality of the device.



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Brand Base Colors

Our base colors are black and white. We use black as our base color. Our black and white tones are never used for the Cascade; we use these colors for typography.

White

R: 255 G: 255 B: 255
HEX: FFFFFF

Black

R: 0 G: 0 B: 0
C: 40 M: 40 Y: 40 K: 100
HEX: 000000

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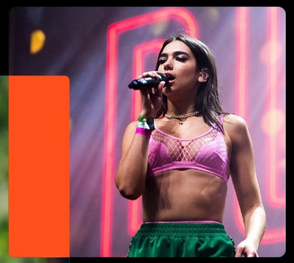
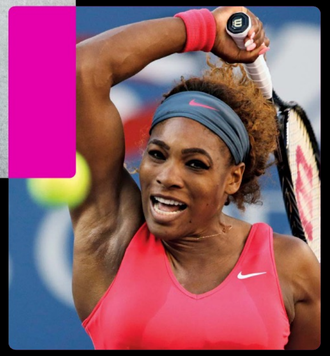
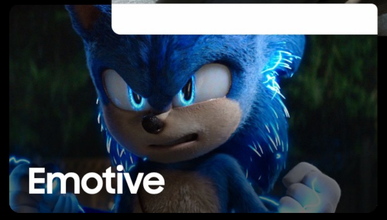
Art Direction

Follow these key principles when selecting and using imagery or key art. Imagery should feel uncluttered and have a clear point of focus that captures the personality of the show.







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Logo Color Combos

Please follow correct usages of logo color combinations.
When possible, please use the colored version of the Samsung TV Plus logo as default.

Samsung TV Plus Primary Colored Logo on black background.

IMPORTANT: Primary logo & color combo.

Samsung TV Plus Primary Colored Logo on white background.

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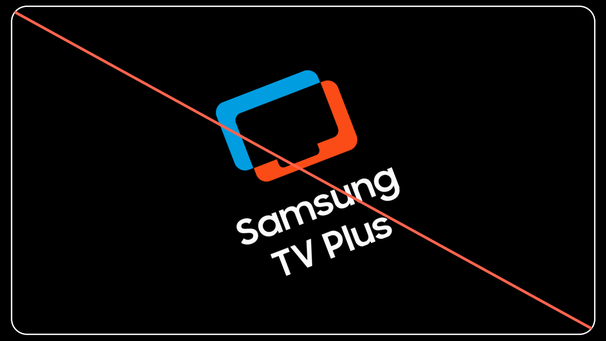
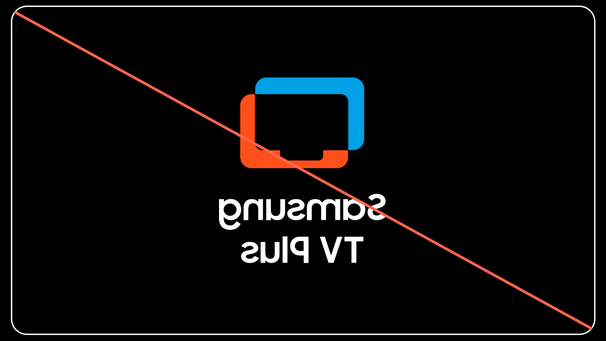
Logo Avoid

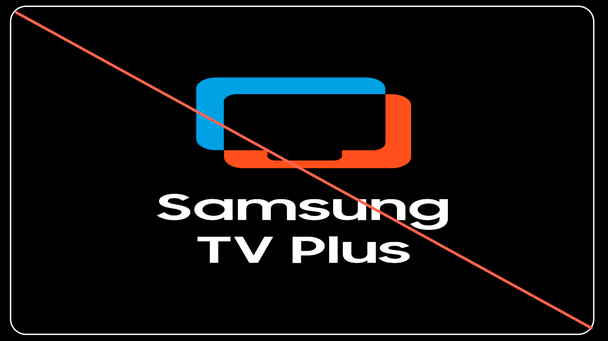
The logo should not be modified in any way.
Please follow guidelines for correct logo usages at all times.



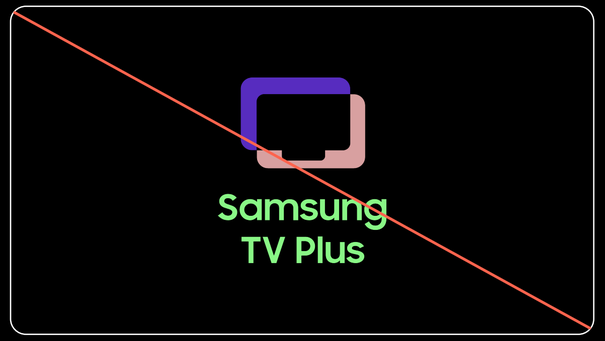
Do not tilt the logo.



Do not flip the logo.



Do not warp the logo.



Do not alter colors of the logo.

Do not extrude or 3D render logo.

Do not alter logotype.

Do not alter icon/mark.

Do not dim/change opacity of logo.
Opacity must always be at 100%.

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Typography

For messaging, please always use Sentence case.

Headlines look like this.

Samsung Sharp Sans Bold
Tracking: Optical 0
Leading: 110%

This is an example of body copy.

Samsung Sharp Sans Medium
Tracking: Optical 0
Leading: 110%

Body copy can also look like this.

Samsung Sharp Sans Regular
Tracking: Optical 0
Leading: 110%

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Thank you.

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